Docket No: MS1-1486US 1 of 18

Inventor(s): Krieger, et al.

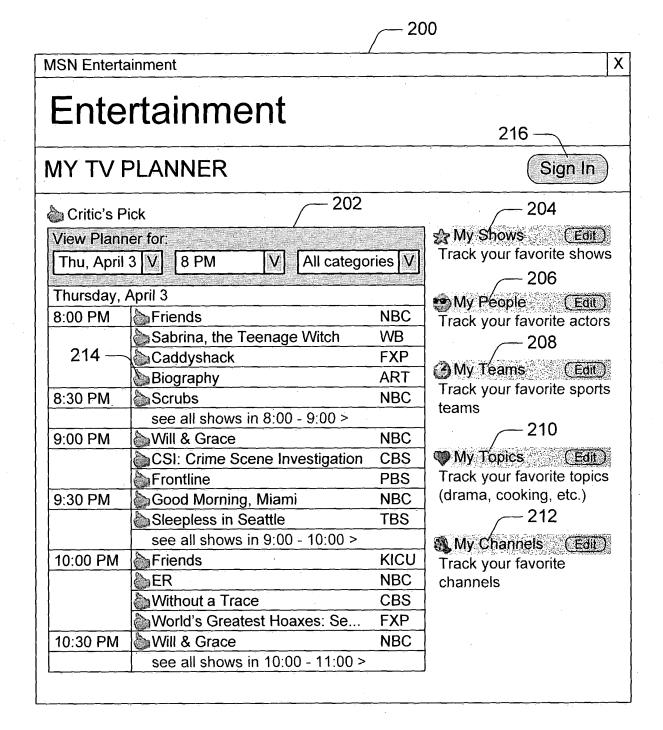
Title: Context-Sensitive Television Tags

100

APRIL 19	1:00 PM	1:30 PM	2:00 PM		2:30 PM	
1 PPV	Shrek		Atlantis	: The Lost Empire		
2 KREM	As the World Turns		Guilding Light			
3 KAYU	Texas Justice	Paid Programming	Paid Programming	Garfield)	
4 KXLY	One Life to Live		General Hospital			
5 GOVACC	< <government access="" programming="">></government>					
6 KHQ	Days of Our Lives		Passions			
7 KSPS	Terry Madden Watercolor	Kaye's Quilting Friends	Caillou	Sagwa, the Chinese Siamese Cat		
8 KGPX	Bonanza		Bonanza			
9 TDC	Home Matters		Christopher Lowell			
10 HSN	Mother's Day Gifts		Gem Source			
11 PIN	Orange Clean	Ultra Oven	Slim Down	Leigh Valentine		
12 VP-CH	Southside Homes	Northside Homes	- · · · · · · · · · · · · · · · · · · ·		Misc. Properties	

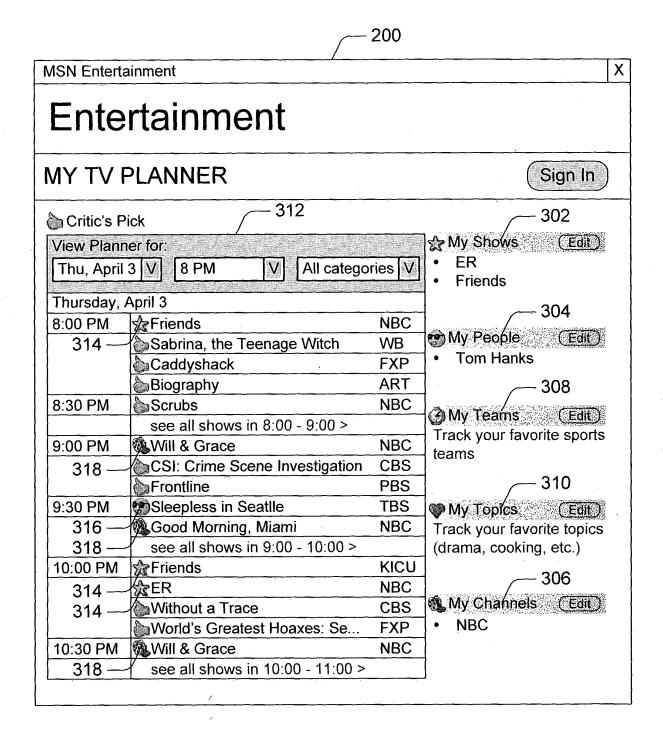
Figure 1 Prior Art Docket No: MS1-1486US 2 of 18

Inventor(s): Krieger, et al.



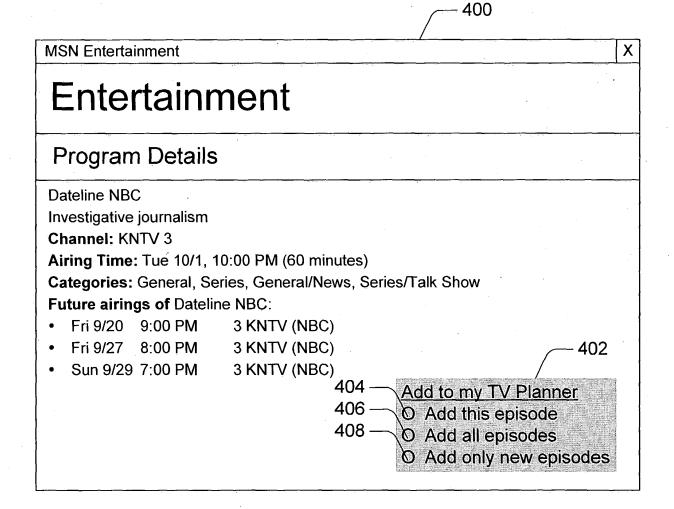
Docket No: MS1-1486US 3 of 18

Inventor(s): Krieger, et al.



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Inventor(s): Krieger, et al.



Docket No: MS1-1486US 5 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

500

MSN Entertainment

Χ

Entertainment

Program Details

Homeward Bound: The Incredible Journey

An old golden retriever, a mutt and a cat try to find their way home through

strange territory.

Channel: Hallmark Channel 77

Airing Time: Mon 5/26, 5:00 PM (120 minutes)

Categories: General, Movies, General/Action/Adventure, General/Movies,

Movies/Action and Adventure

MPAA Rating: G Star Rating: ***

Release Year: 1993

Lead Actors: Don Adler, Ed Bernard

Actors: Kevin Chevalia, Anne Christianson, Ted D'Arms, Kim Greist

Director: Duwayne Dunham

Other Credits: Franklin R. Levy, Jeffrey Chernov (Producer)

- 502

Add to my TV Planner
O Add this airing

Docket No: MS1-1486US 6 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

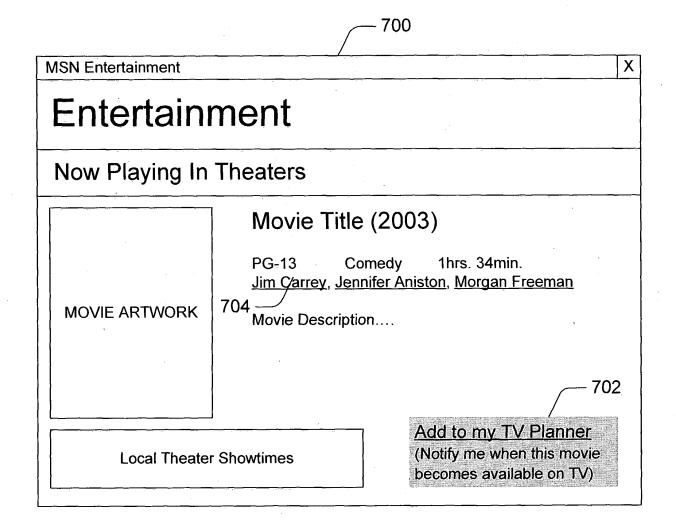
600

MSN Entertainment Entertainment **Program Details** MLB Baseball - Seattle Mariners at New York Mets Channel: KSKN 22 Airing Time: Fri 6/6, 4:00 PM (180 minutes) Categories: Sports, Sports/Baseball Future airings of MLB Baseball - Seattle Mariners at New York Mets: Sun 6/8 10:00 AM 30 Fox Sports Northwest (Sports Regional) Sat 6/7 4:00 PM 30 Fox Sports Northwest (Sports Regional) Fri 6/6 4:00 PM 461 Game 1 (PAY) 602 Sun 6/8 10:00 AM 462 Game 2 (PAY) Add to my TV Planner O Add this airing 604 606 Track the Seattle Mariners 608 O Track all programs with the Seattle Mariners O Track only live sporting events with the Seattle Mariners Track the New York Mets 612 O Track all programs with the New York Mets O Track only live sporting events with the New York Mets



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Inventor(s): Krieger, et al.



Docket No: MS1-1486US 8 of 18

Inventor(s): Krieger, et al.

	800	
MSN Entertainment		X
Entertainr	ment	
Celebrity Biogra	phy	•
Celebrity Photo	Actor Born: January 17, 1962 Biography Text	
Track this person in Track movies this Track movies this	person plays in 806 person directs 808	
and the second s	eries this person is in American this person appears on	

Docket No: MS1-1486US 9 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

900

MSN Entertainment

X

Entertainment

Program Details

Homeward Bound: The Incredible Journey

An old golden retriever, a mutt and a cat try to find their way home through strange territory.

Categories: General, Movies, General/Action/Adventure, General/Movies,

Movies/Action and Adventure

MPAA Rating: G Star Rating: ***

Release Year: 1993

Lead Actors: Don Adler, Ed Bernard

Actors: Kevin Chevalia, Anne Christianson, Ted D'Arms, Kim Greist

Director: Duwayne Dunham

Other Credits: Franklin R. Levy, Jeffrey Chernov (Producer)

902

Next 5 Airings

Channel 77 - 5/26 - 5:00 PM

Channel 77 - 5/29 - 8:00 PM

Channel 23 - 5/29 - 8:30 PM

Channel 46 - 6/4 - 10:30 AM

Channel 46 - 6/5 - 12:00 PM

Figure 9

Docket No: MS1-1486US 10 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

1000

MSN Entertainment

X

Entertainment

Program Details

Homeward Bound: The Incredible Journey

An old golden retriever, a mutt and a cat try to find their way home through

strange territory.

Channel: Hallmark Channel 77

Airing Time: Mon 5/26, 5:00 PM (120 minutes)

Categories: General, Movies, General/Action/Adventure, General/Movies,

Movies/Action and Adventure

MPAA Rating: G Star Rating: ***

Release Year: 1993

Lead Actors: Don Adler, Ed Bernard

Actors: Kevin Chevalia, Anne Christianson, Ted D'Arms, Kim Greist

Director: Duwayne Dunham

Other Credits: Franklin R. Levy, Jeffrey Chernov (Producer)

1002

Record This Program

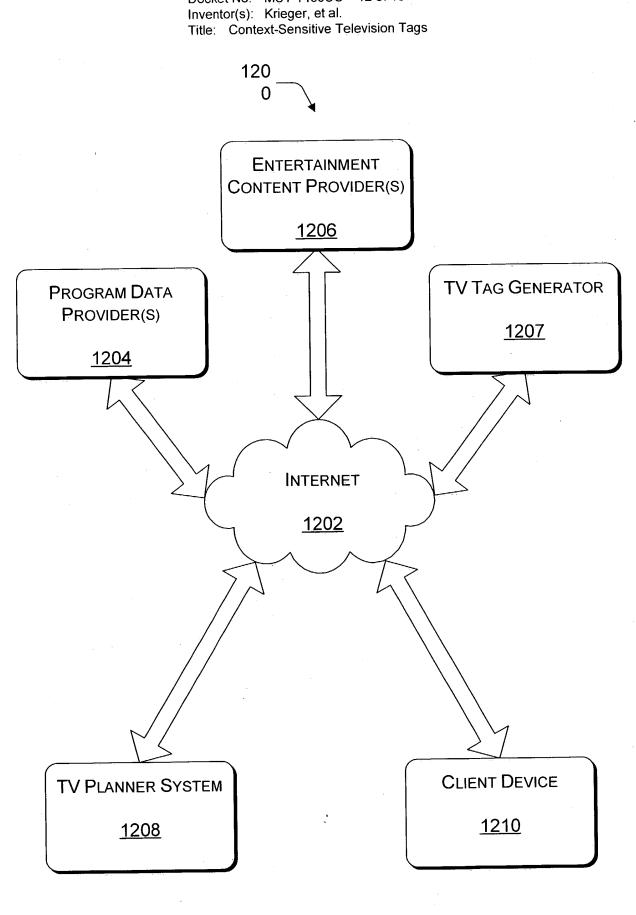
Recording of this program is currently NOT scheduled. Click here to schedule this program to be recorded.



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Inventor(s): Krieger, et al.

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Il About Elephants		
		
	Article Text About Elephants	
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4400		** . 1.7
1102		
	Scheduled For Broadcast	
	lational Geographic Special	
/1 - 7:00 PM - Du		
12 - 4:30 PM - Lit	e at the Circus - A Documentary	



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Figure 12

Docket No: MS1-1486US 13 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

TV PLANNER SYSTEM

908

NETWORK INTERFACE

<u>1302</u>

PROGRAM DATA REPOSITORY

1304

PERSONALIZATION
DATA REPOSITORY

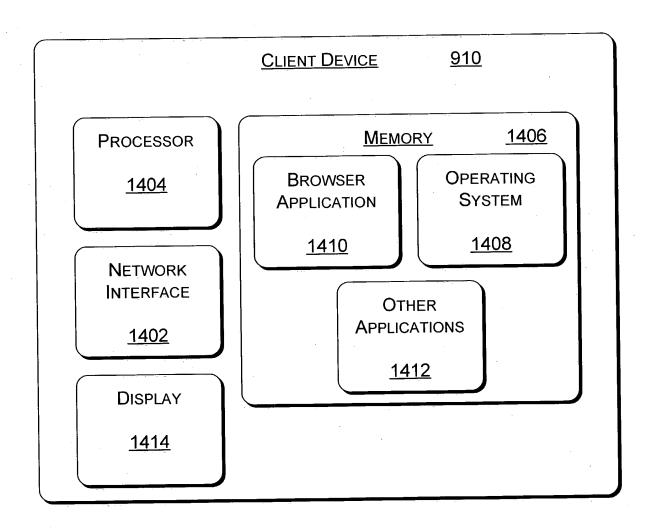
<u>1306</u>

PROGRAM DATA FILTER

1308

PERSONALIZED TV PLANNER SERVER 1310 Docket No: MS1-1486US 14 of 18

Inventor(s): Krieger, et al.



Docket No: MS1-1486US 15 of 18

Inventor(s): Krieger, et al.

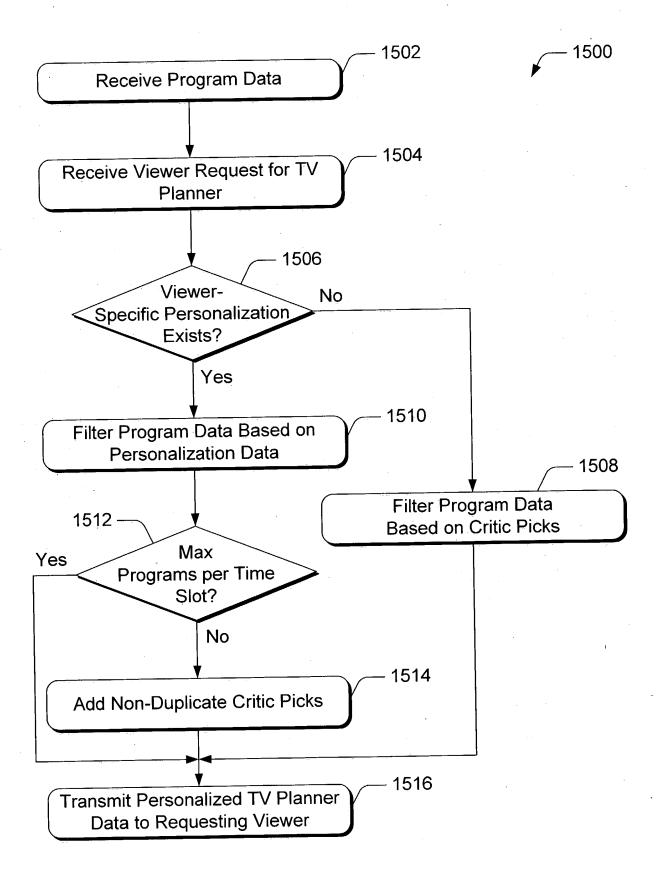


Figure 15

Docket No: MS1-1486US 16 of 18

Inventor(s): Krieger, et al.

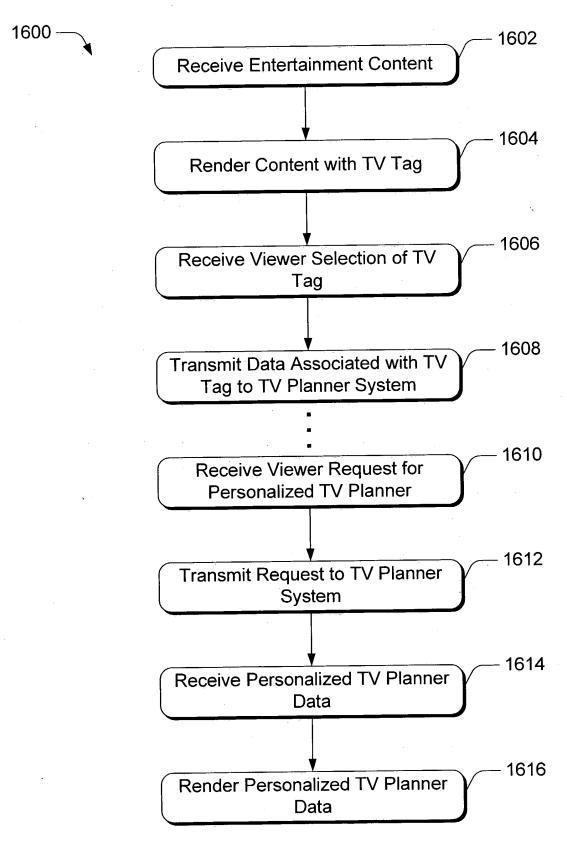


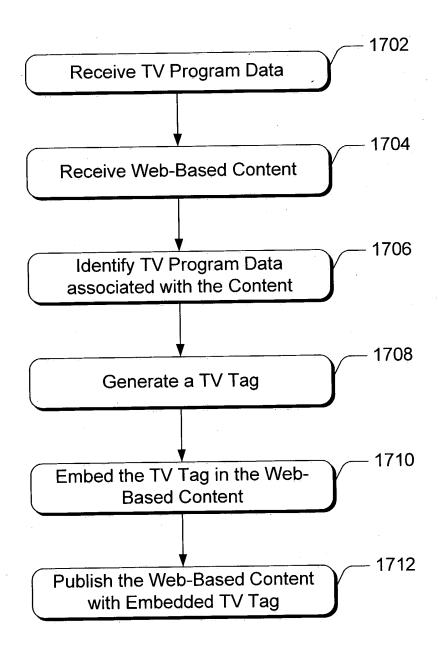
Figure 16

Docket No: MS1-1486US 17 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

1700 —



Docket No: MS1-1486US 18 of 18

Inventor(s): Krieger, et al.

Title: Context-Sensitive Television Tags

1800 —

